

Docket No.: 62807-015

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Hironi UKAI, et al.

Serial No.: Continuation of
Appnl. Serial No. 09/948,698

Group Art Unit: Not yet assigned

Filed: March 20, 2002

Examiner: Not yet assigned

For: SYSTEM AND METHOD FOR MANAGING A COUPON

PRELIMINARY AMENDMENT

Commissioner for Patents
Washington, DC 20231

Sir:

Prior to examination of the above-referenced application, please amend the application as follows:

IN THE SPECIFICATION:

On page 1, after the title, please insert the following paragraph:

--This application is a continuation of U.S. Patent Application Serial No. 09/948,698, filed September 10, 2001.--

IN THE CLAIMS:

Please cancel claims 1-10 without prejudice or disclaimer.

Please add the following new claims 11-18.

--11. A broadcasting/transmitting system for broadcasting or transmitting a program or CM, comprising:

coupon information broadcasting/transmitting means for broadcasting or transmitting a coupon information for requesting issuance of a coupon, together with said program or commercial message;

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coupon issuance number receiving means for receiving a number of issued coupon from a service center managing a number of issued coupons for each program or commercial message; and

broadcasting/transmitting management means for determining a period, a number of time or a fee for broadcasting or transmitting said program or commercial message on the basis of said number of issued coupons.

12. A broadcasting and transmitting method for broadcasting or transmitting a program or CM, comprising the steps of:

broadcasting or transmitting a coupon information for requesting an issuance of coupon together with said program or commercial message;

receiving a number of issued coupons from a service center managing the number of issued coupons for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of issued coupons reaches a predetermined number.

13. A broadcasting/transmitting system for broadcasting or transmitting a program or CM, comprising:

coupon broadcasting/transmitting means for broadcasting or transmitting a coupon together with said program or commercial message;

coupon use number receiving means for receiving a number of used coupon from a service center managing the number of used coupons for each program or commercial message; and

broadcasting/transmitting managing means for determining a period, a number of times or a fee for broadcasting or transmitting said program or commercial message on the basis of said

- number of used coupons.

14. A broadcasting/transmitting method for broadcasting or transmitting a program or CM, comprising the steps of:

broadcasting or transmitting a coupon together with said program or commercial message;

receiving a number of used coupon from a service center managing the number of used coupons for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of used coupons reaches a predetermined number.

15. A broadcasting/transmitting system for broadcasting or transmitting a program or CM, comprising:

coupon information broadcasting/transmitting means for broadcasting or transmitting a coupon information for requesting an issuance of the coupon together with said program or commercial message;

coupon issuance number analyzing means for receiving a coupon issuance request transmitted on the basis of said coupon information and calculating a number of issued coupons for each program or commercial message; and

broadcasting/transmitting management means for determined a period, a number of times or a fee for broadcasting or transmitting said program or commercial message on the basis of said number of issued coupons.

16. A broadcasting/transmitting method for broadcasting or transmitting a program or

CM, comprising the steps of:

broadcasting or transmitting a coupon information for requesting an issuance of coupon together with said program or commercial message;

receiving said coupon issuance request transmitted on the basis of said coupon information and issuing said coupon;

calculating a number of issued coupons for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of issued coupons reaches a predetermined number.

17. A broadcasting/transmitting system for broadcasting or transmitting a program or

CM, comprising:

coupon broadcasting/transmitting means for broadcasting or transmitting a coupon together with said program or commercial message;

coupon use number analyzing means for receiving a coupon use status identifying that said coupon is used, from a coupon affiliated store terminal managing the used coupon and calculating number of used coupons for each program or commercial message; and

broadcasting/transmitting management means for determining a period, a number of times or a fee for broadcasting or transmitting said program or commercial message on the basis of said number of used coupons.

18. A broadcasting/transmitting method for broadcasting or transmitting a program or

CM, comprising the steps of:

broadcasting or transmitting a coupon together with said program or commercial message;

receiving a coupon use status for identifying that said coupon is used, from coupon affiliated store terminal managing a used coupon;

calculating a number of used coupons for each program or commercial message; and

broadcasting or transmitting said program or commercial message until the number of used coupons reaches a predetermined number.--


REMARKS

The above amendments have been made in order to include the prior application and to cancel claims 1-10 and add new claims 11-18.

Entry of this Preliminary Amendment is respectfully requested.

Respectfully submitted,

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Date: March 20, 2002